

REMARKS/ARGUMENTS

Reconsideration of this application is respectfully requested in view of the foregoing amendments and discussion presented herein.

1. **Allowable Subject Matter.**

The applicant appreciatively notes the Examiner's indication of allowable subject matter in Claims 1-7, 9, 10, and 15-17.

2. **Amendment of Claims.**

The claims have been amended in accordance with the Examiner's perception of allowable subject matter, as follows:

Claims 1, 5, and 6 have been amended to omit the phrase "to which selected of display pixels may be driven".

Claims 5 and 6 have been amended to recite that both the normal mode colors and the power-saving mode colors are defined as noted.

Claims 9, 10, and 15-17 have each been rewritten into independent form, with each amended claim containing the appropriate base claim and all intervening limitations.

Each of Claims 1-7, 9, 10, and 15-17 should now be in an allowable form. The remaining claims have been cancelled, and their rejection is now moot.

3. **Amendments Made Without Prejudice or Estoppel.**

Notwithstanding the amendments made and accompanying traversing remarks provided above, Applicants have made these amendments in order to expedite allowance of the currently pending subject matter. However, Applicants do not acquiesce in the original ground for rejection with respect to the original form of these claims. These amendments have been made without any prejudice, waiver, or estoppel, and without forfeiture or dedication to the public, with respect to the original subject matter of the claims as originally filed or in their form immediately preceding these amendments. Applicants reserve the right to pursue the original scope of these claims in the future, such as through continuation practice, for example.

Appl. No.: 10/723,803
Amdt. Dated: 07/19/2007
Off. Act. Dated: 04/24/2007

4. Conclusion.

Based on the foregoing, Applicants respectfully request that the various grounds for rejection in the Office Action be reconsidered and withdrawn with respect to the presently amended form of the claims, and that a Notice of Allowance be issued for the present application to pass to issuance.

In the event any further matters remain at issue with respect to the present application, Applicants respectfully request that the Examiner please contact the undersigned below at the telephone number indicated in order to discuss such matter prior to the next action on the merits of this application.

Date: July 19, 2007

Respectfully submitted,



John P. O'Banion, Reg. No. 33,201
M. Robyn Carrillo, Reg. No. 47,474
O'BANION & RITCHEY LLP
400 Capitol Mall, Suite 1550
Sacramento, CA 95814
(916) 498-1010